

REMARKS

In the Final Office Action dated June 2, 2008 Claims 1-24 were rejected. In view of the following reasoning for allowance, the applicants hereby respectfully request further examination and reconsideration of the subject application.

A. Request for an Examiner Interview

The applicants previously requested an Examiner Interview which was denied. The applicants again request an Examiner Interview prior to a Response to this Response be issued.

B. Response to Arguments

The Final Office Action stated the applicant's arguments have been fully considered but they are unpersuasive because the Examiner contends that Perkowski does teach the applicant's claimed **catalog explorer module that provides a resolution service that conforms a list of payloads in the user interaction system catalog with a class, category or format of identity information corresponding to one or more recently read tags**. In support of this the Examiner cites col. 19, lines 43-64 and col. 5 lines 8-21 and col. 6 lines 13-15, which read as follows:

Cite 1: "As shown in FIG. 3C, the second (left-most) display field, the control frame 20B, is used to display a HTML-encoded document containing a GUI-based "control panel" 21 for the consumer product information finding and serving subsystem of the present invention. In the illustrative embodiment, this control panel 21 includes five Check Box type buttons, namely: a first Check Box type button 21A which, when selected, automatically activates the Manufacturer/Product Registration Mode of the subsystem; a second Check Box type button 21B which, when selected, automatically activates the Manufacturer Website Search Mode of the subsystem; a third Check Box type button 21C which, when selected, automatically activates the UPN-Directed Information Access Mode of the subsystem; a fourth Check Box type button 21D which, when selected, automatically activates the Trademark-Directed Search Mode; and a fifth Check Box type button 21F which, when selected, automatically activates the Product-Description Directed Search Mode of operation of the

subsystem. Each of these Check Box type buttons is hot-linked to a particular HTML-encoded document residing on the IPD Server(s) 11 of the subsystem hereof."

And,

Cite 2: "Another object of the present invention is to provide such a system, in which the URLs stored in the Internet-based product information database are categorically arranged and displayed according to specific types of product information (e.g., product specifications and operation manuals; product wholesalers and retailers; product advertisements and promotions; product endorsements; product updates and reviews; product warranty/servicing; related or complementary products; product incentives including rebates, discounts and/or coupons; etc.) that relate to the kind of information required, desired or otherwise sought by consumers, wholesalers, retailers and/or trading partners; product prices at which the products are being offered for sale by a particular retailer; and the like."

And,

Cite 3: "Another object of the present invention is to provide such a system with a number of different modes of operation, namely: a **Manufacturer/Product Registration Mode**, wherein manufacturers can register their companies and consumer products (e.g. UPC numbers and URLs) with the system; an **UPN-Directed Information Access Mode**, wherein consumers can access and display information menus containing UPC numbers linked to URLs pointing Web pages containing consumer product related information by scanning the UPC label on the consumer product or by entering the UPC number thereof into a data-entry screen displayed by the system in this mode; a **Manufacturer Website Search Mode**, wherein the home page of a manufacturer's Website can be automatically accessed and displayed by scanning the UPC label on any consumer product of the manufacturer or by entering the UPC number thereof into a data-entry screen displayed by the system in this mode; a **Trademark-Directed Search Mode** enabling consumers to use trademarks and/or trade names associated with consumer products to search for consumer-product related information registered within the system; and a **ProductDescription Directed Search Mode** enabling consumers to use product descriptors associated with particular consumer products to search for consumer-product related information registered within the system." (emphasis added)

From the above cites one can see that the Perkowski system does not have a catalog explorer module that provides a resolution service that conforms a list of payloads in the user interaction system catalog with a class, category or format of identity information corresponding to one or more recently read tags. The first cite merely describes a UI for setting up the system to one of five operation modes. As described in cite 1, **each of the modes is hot-linked to a particular HTML-encoded document on the server** (last sentence in cite 1). The second cite

merely describes how information is organized on a display in the Perkowski system. The third cite describes the different types of data for different modes. In Perkowski, there is no need for a resolution service that conforms a list of payloads with a class category or format of identity information corresponding to one or more recently read tags because **the Perkowski system processes information based on the mode it is in, not using a resolution service that conforms a list of payloads with a class, category or format of identity information corresponding to one or more recently read tags.** In Perkowski, **HTML-encoded documents on the server are used to access data for the mode or modes the system is in at that time.**

C. Claim Objections

Claims 1, 12, 19 and 24 are objected to because of the term “the user interaction system catalog” lacks antecedent basis. The applicants have amended Claims 1, 12, 19 and 24 to remove the word “user”, which provides proper antecedent basis.

D. The 35 USC 103 Rejection of Claims 1-24.

Claims 1-24 were rejected under 35 USC 103(a) as being unpatentable over Wilz, Sr. et al. (U.S. Patent No. 5,992,752), hereinafter Wilz, in view of Perkowski (U.S. Patent No. 7,089,199), and Mulla et al., U.S. Patent No. 6,119,944, hereinafter Mulla. The Examiner contended that Wilz teaches all of the features of the applicant's claimed invention, but does not teach an interaction system catalog storing tag format information that correlates the tag identity information with an information category to obtain one or more functional payloads operable by the payload processor. The Examiner, however, further contended that Perkowski discloses this features, thereby rendering the applicant's claims obvious. Furthermore, the Examiner contended that Perkowski does not teach that the interaction system catalog (or local database) is in the portable computing device of the portable interaction device, but this limitation is taught by Mulla. The applicants respectfully traverse this contention of obviousness.

In order to deem the applicants' claimed invention unpatentable under 35 USC 103, a prima facie showing of obviousness must be made. To make a prima facie showing of obviousness, all of the claimed elements of an applicants' invention must be considered, especially when they are missing from the prior art. If a claimed element is not taught in the prior art and has advantages not appreciated by the prior art, then no prima facie case of obviousness exists. The Federal Circuit court has stated that it was error not to distinguish claims over a combination of prior art references where a material limitation in the claimed system and its purpose was not taught therein (*In Re Fine*, 837 F.2d 107, 5 USPQ2d 1596 (Fed. Cir. 1988)).

The applicant's claimed invention provides links between physical objects and the rich information, interactions, and other services that are available over computer networks. A wireless programmable user interaction system allows a user to interact with networked services relating to physical objects that have associated machine-readable tags. The machine-readable tags may be of virtually any format, including bar codes and radio frequency identifiers (RFIDs), for example. (Summary, Paragraph 5)

In one implementation, the system includes a portable interaction device in wireless communication with a local computer network. The portable interaction device includes a portable computing device such as a hand-held computer, a tablet computer, a cellular telephone, etc., and an associated machine-readable tag reader (e.g., a bar code reader). With such a portable interaction device, a user may scan the tag of a physical object (e.g., a book in a shop, a product in a grocery store, art in a gallery, etc.) and generate tag identity information relating to the physical object. (Summary, paragraph 6)

An interaction system catalog in the portable computing device stores tag format information that correlates the tag identity information with an identity information category and related information. As a result, the interaction system catalog can indicate the types of information, interactions, or other computer network services that are available and relevant to the physical object. Upon selection of a desired network service by a user, a functional payload is delivered to the portable

computing device over the wireless network connection to be executed or rendered (collectively, executed). The functional payload may be executed directly by the portable computing device or, as in one implementation, by a browser running on the portable computing device. The functional payload may originate from the local network with which the wireless communication takes place or from any payload server located anywhere on the public global computer network. (Summary, paragraph 7, emphasis added)

In addition to the tag format information, user interaction system catalog 208 stores identifiers or indications of one or more payloads 216 that are available for the type of the identity information 204, and also a computer network address indicating a location for each payload 216. Optionally, user interaction system catalog 208 may also store identifiers or indications of one or more payloads 216, and associated network addresses, that are available for specific identity information 204. (paragraph 24).

To accommodate such a range of classes, categories, or formats of identity information 204, wireless programmable user interaction system 100 includes a catalog explorer system 228 that provides a resolution service that resolves or conforms the list of payloads 216 in user interaction system catalog 208 with the class, category, or format of identity information 204 corresponding to one or more recently read tags. Catalog explorer system 228 obtains information to access relevant and available payloads 216 and updates catalog 208 accordingly. Catalog explorer system 228 may obtain payload information directly from payload servers 222 or from a database 230 of available payloads. (paragraph 33)

In contrast, Wilz teaches an Internet-based system for enabling information-related transactions over the internet using Java-enabled internet terminals provided with bar code symbol readers for reading Java-Applet encoded bar code symbols. The transaction-enabling Java-Applet is embedded within 2-D bar code symbol. An HTML-encoded document and code associated with the transaction-enabling Java-Applet is created and stored in an HTTP server for use in enabling a predetermined

information-related transaction. When a bar code symbol encoded with a transaction-enabling Java-Applet is read using a bar code symbol reader interfaced with a Java-enabled Internet terminal, the corresponding code is automatically accessed and the HTML-encoded document is displayed at the terminal, and the transaction-enabling Java-Applet initiated for execution so that the customer, consumer or client desiring the transaction can simply and conveniently conduct the information-related transaction over the Internet. (Abstract)

As stated by the Examiner, Wilz, however, does not teach the applicants' claimed interaction system catalog in the portable computing device that stores tag format information that correlates the tag identity information with an identity information category and related information. Nor does Wilz teach an interaction catalog that can indicate the types of information, interactions and computer network services that are available for the selected physical object to which a scanned tag relates. **Nor does Wilz teach the applicants' claimed catalog explorer module that provides a resolution service that conforms a list of payloads in the interaction system catalog with a class, category or format of identity information corresponding to one or more recently read tags.**

Perkowksi teaches a technique for managing and delivering manufacturer-specified consumer product information to consumers in the marketplace. For a plurality of UPN-labeled consumer products offered for sale within a the marketplace, the manufacturer of the plurality of UPN-labeled consumer products or an agent thereof, accesses an Internet-enabled relational database and store therein, information elements representative of (1) a plurality of universal product numbers (UPNs) assigned to the plurality of UPN-labeled consumer products manufactured by the manufacturer and registered with the relational database, and (2A) a trademark (TM) symbolically linked to each the UPN, (2B) a product description (PD) symbolically linked to each the UPN, and (2C) one or more uniform resource locators (URLs) symbolically linked to each the UPN, wherein each the URL specifies the location of an information resource located on the Internet and related to one of the plurality of UPN-labeled consumer products registered with the relational database by the manufacturer, and wherein a UPN/TM/PD/URL data link

is created and maintained in the relational database for each the UPN-labeled consumer product registered with the relational database by the manufacturer. A consumer within the marketplace transmits a request to the relational database from the Internet-enabled client computer. The UPN, TM and/or PD contained in the request enabled the consumer to access the URLs symbolically linked to the UPN, TM and/or PD, and the URLs are then transmitted to the Internet-enabled client computer for display to and use by a consumer in accessing information resources stored in the Internet-based product information servers, at the URLs. (Abstract)

Perkowski, however, does not teach the applicants' claimed interaction system catalog in the portable computing device stores tag format information that correlates the tag identity information with an identity information category and related information. Nor does Perkowski teach an interaction catalog that can indicate the types of information, interactions and computer network services that are available for the selected physical object to which a scanned tag relates. **Nor does Perkowski teach a catalog explorer module that provides a resolution service that conforms a list of payloads in the interaction system catalog with a class, category or format of identity information corresponding to one or more recently read tags, as discussed above with regard to the Response to Arguments section of this Response.**

Mulla teaches a hand-held bar code reader, in particular a bar code wand that is used by a consumer to read bar code information accompanying a product displayed at a retail outlet. The bar code information can be presented in, for example, UPC format and carries information relating to the products. The consumer subsequently down-loads information stored in the reader via a suitable interface to a personal computer which accesses information identified by a address included in or comprising the bar code information. The site contains additional information such as price information concerning the advertised product and the consumer may be able to pay for and order the product directly via the site. As a result the consumer has a simple reminder of the product, is able to obtain additional information concerning the product with minimum difficulty and can obtain the product itself with maximum ease. (Abstract)

Mulla, however, does not teach the applicants' claimed **interaction system catalog in the portable computing device stores tag format information that correlates the tag identity information with an identity information category and related information**. The Examiner contends that Mulla's handheld bar code reader together with a computer is a portable interaction device in FIG. 7A. However, these are two separate devices, not a single portable computing device that comprises a bar code reader as claimed by the applicants. Nor does Mulla teach an interaction catalog on the portable computing device that can indicate the types of information, interactions and computer network services that are available for the selected physical object to which a scanned tag relates. **Nor does Mulla teach the applicants' claimed catalog explorer module that provides a resolution service that conforms a list of payloads in the interaction system catalog with a class, category or format of identity information corresponding to one or more recently read tags.**

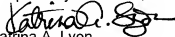
Accordingly, the Wilz in combination with the Perkowski and Mulla references do not teach the advantageous features of the applicants' claimed invention such as storing a vast amount of interaction information on the portable computing device so it is not necessary to retrieve all information from another site or device. Accordingly, no prima facie case of obviousness has been established in accordance with the holding of *In Re Fine*. This lack of prima facie showing of obviousness means that the rejected claims are patentable under 35 USC 103 over Wilz in combination with the Perkowski and Mulla. As such, it is respectfully requested that Claims 1-24 be allowed based on the following exemplary claim language:

“a catalog explorer module that provides a resolution service that conforms a list of payloads in the interaction system catalog with a class, category or format of identity information corresponding to one or more recently read tags.”

E. Summary

In summary, it is believed that the Claims 1-24 are in condition for allowance. Allowance of these claims at an early date is courteously solicited. If the Examiner has any questions or concerns the applicant invites the Examiner to call the applicant's representative at the number listed below.

Respectfully submitted,



Katrina A. Lyon

Registration No. 42,821

Attorney for Applicants

LYON & HARR, LLP
300 Esplanade Drive, Suite 800
Oxnard, CA 93036
(805) 278-8855